

SIGN UP NOW and maximise your marketing exposure from now until bauma CONEXPO AFRICA 2021!

Participation in bauma CONEXPO AFRICA 2021 could be one of your best-ever marketing and brand building investments. In addition to reaching the continent's top industry decision-makers at the actual trade event, sponsors and exhibitors are also eligible to participate in our comprehensive communications and marketing programmes, which are now underway and run until after bauma CONEXPO AFRICA in October next year.



bauma CONEXPO AFRICA

Sign up now to benefit from our Early Bird special offer; then enjoy value-added exposure opportunities worth potentially hundreds of thousands of rands, if you take advantage of these added-value opportunities!

Messe Muenchen South Africa firmly believes in supporting our sponsors' and exhibitors' marketing objectives, so we are continually expanding our marketing reach and promoting our supporters across those platforms where impact is the greatest during this time of global change and innovation.

Sign up now to maximise your marketing exposure:

From the moment you sign up to participate in bauma CONEXPO AFRICA 2021, you will be invited to take advantage of multiple opportunities to increase your product, technology, brand and company presence by integrating it into our own high impact campaigns.

These multi-platform campaigns target key stakeholders across the world, and the continent, including media and decision-makers from our comprehensive databases. Our exhibitors and sponsors will be promoted via extended touchpoints to make a strong and longer-lasting marketing impact. These touchpoints include face to face engagement, digital newsletters, our website, event catalogues, digital banner advertisements and key social media platforms.

As a sponsor or exhibitor, you will have the opportunity to extend your marketing via our:

- ➔ Social media platforms, including facebook, Twitter and LinkedIn
- ➔ Digital platforms, including digital newsletters, to the event website and catalogue
- ➔ Marketing collateral, including print event guides and media releases

Start benefiting from a comprehensive, cross-platform bauma CONEXPO AFRICA marketing campaign now!

How to participate

1. Submit your news releases

Send us your press releases and good quality pictures for publication on our website and inclusion in our newsletter.

We're looking for your:

- Company news
- Thought leadership
- Good news stories
- Team successes
- New products and solutions
- Innovations, ideas and solutions
- Examples of best practice

2. Be included in exhibitor directories

Don't be left out! Send us a high-res logo, photos or your product and/or team, and a 100-word description of your company/product/tech/service offering, as you would like it to appear across our digital channels and exhibitor directories.

4. Join our brains trust

Establish your experts as industry thought leaders by making them available for media interviews as part of the bauma CONEXPO AFRICA brains trust. If your company's recognised experts are willing to make themselves available for future interviews on industry trends, challenges and solutions, please let us know.

6. No time to prepare your own social media messaging? We've written some for you:

We'll be on show at @baumaAfrica in Johannesburg, 13 - 16 October, 2021! Get there to see our latest solutions! #baumaAfrica #baumaCONEXPOAFRICA #construction # mining #agriculture #forestry #engineering #machinery #buildingindustry

What are the latest trends in African construction, building material, mining, agriculture & forestry machines, machinery and vehicles? Register for bauma CONEXPO AFRICA to see us there and find out! #baumaAfrica #baumaCONEXPOAFRICA #construction # mining #agriculture #forestry #engineering #machinery #buildingindustry

Get to bauma CONEXPO AFRICA in Johannesburg, 13 - 16 October, 2021, to see our latest services and solutions. #baumaAfrica #baumaCONEXPOAFRICA Find out more here: <https://www.bcafrica.com/en/>

 @baumaCONEXPOAFRICA

 @baumaAfrica

 @bcafrica

All releases should contain the following boilerplate:
See us at bauma CONEXPO AFRICA in Johannesburg, 13 – 16 October 2021! bauma CONEXPO AFRICA is sub-Saharan Africa's leading trade fair for construction, building material, mining, agriculture & forestry machines, machinery and vehicles. For more information, go to <https://www.bcafrica.com/en/>

3. Stand out with multimedia

Send us your 30 – 60 second videos outlining your company, new products and innovations you'll have on show at bauma CONEXPO AFRICA 2021.

5. Send us your social news

Send us your team news, company updates and brief product announcements – along with good quality pictures – for sharing via our social media channels. Don't forget to include your social media hashtags and tag @baumaAfrica to maximise reach and keep our social media audience updated.

Take part in the bauma CONEXPO AFRICA new normal challenge! Send us a picture of you and your team hard at work from home or at the office. Caption it and include your social media handles, and we'll post it.

Note: You can submit news any time from now until the end of the show in October 2021. There is no restriction on the number of posts that you send to us. For maximum benefit, plan to send us a few content posts or news releases a month, and we'll give you the touch points to our communities to help grow your marketing and sales objectives from now until the show.

bauma CONEXPO AFRICA

Gallagher Convention Centre, Midrand,
Johannesburg | **October 13-16, 2021**

Don't miss this opportunity to take a more integrated approach to your event marketing and reach our database of key industry stakeholders.